

# REview



## COMING UP

**NAR ONLINE GOVERNANCE MEETINGS**

November 2 - November 18

**MLS USERS GROUP**

November 4; 10:00 am

**EDUCATION COMMITTEE**

November 5; 1:00 pm

**CODE OF ETHICS TRAINING COURSE**

November 6; 8:30 am

**RPAC FUNDRAISING TASK FORCE**

November 9; 2:30 pm

**DIVERSITY COMMITTEE**

November 10; 11:00 am

**SOCIAL EVENTS COMMITTEE**

November 11; 10:00 am

**YPN COMMITTEE**

November 12; 1:30 pm

**AFFILIATES COUNCIL**

November 17; 9:00 am

**GOVERNMENTAL AFFAIRS**

November 17; 10:00 am

**TURKEY BOWL AND TOYS 4 TOTS**

November 18; 8:00 am

**BOARD OF DIRECTORS**

November 25; 10:00 am

**OABR OFFICE CLOSED**

November 26 - November 27

## Omaha is Top 10 Millennial City During Pandemic

2020 is a year to remember, but through the challenges, Omaha fares well when compared to other U.S. cities. Omaha is used to seeing itself ranked as a "best of" city. The Greater Omaha Chamber of Commerce website boasts a large number of national accolades for the Omaha metro area. Among the most impressive lists are:

- Best Places to Live
- Best Places to Raise Children
- Best Cities to Work from Home
- Best Work-Life Balance
- Best Cities for New College Grads
- Top Places to Retire

The National Association of REALTORS® recently added to the accolades by tagging Omaha as a top ten area for millennial homebuyers during the pandemic. NAR identified the top ten markets with excellent opportunities for millennial homebuyers. The report analyzed current housing affordability conditions, the presence of millennials in the area, and local job market conditions during the COVID-19 pandemic. The study looked at the largest 100 metropolitan statistical areas across the country.

"It is worth noting the vast divergence that has developed among states," according to Lawrence Yun, NAR Chief Economist, "Five states have unemployment rates below five percent: Idaho, Nebraska, South Dakota, Utah, and Vermont. But states with a stricter and longer lockdown, or heavily dependent on tourism, have unemployment rates above ten percent each."

The following markets made NAR's top ten list for millennials (in alphabetical order):

- Austin-Round Rock, Texas
- Dallas-Fort Worth-Arlington, Texas
- Des Moines-West Des Moines, Iowa
- Durham-Chapel Hill-Raleigh, N.C.
- Houston-The Woodlands, Texas
- Indianapolis-Carmel-Anderson, Ind.
- **Omaha, Nebraska/Council Bluffs, Iowa**
- Phoenix-Mesa-Scottsdale, Ariz.
- Portland, Oregon/Vancouver, Wash.
- Salt Lake City, Utah

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**Read the REview online!**

[OmahaREALTORS.com/news](http://OmahaREALTORS.com/news)

### OMAHA AREA BOARD OF REALTORS® 2021 BOARD OF DIRECTORS

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### OMAHA AREA BOARD OF REALTORS®

11830 Nicholas Street  
Omaha, NE 68154

# A MESSAGE FROM THE PRESIDENT

Bill Swanson, 2021 President



## WHY ARE YOU IN THE REAL ESTATE BUSINESS?

Throughout the turmoil this year, our real estate market has remained strong. As I mentioned last month, many agents are even having their best year ever. We continue to see dozens of new agents joining our ranks every month, and we now have over 3,000 agents here in the Greater Omaha market.

Why is that? I genuinely believe that our real estate business is the best-kept secret out there! Think about all the benefits you have. No, not dental plans; I am talking about more of the generic benefits of being in real estate. Every REALTOR® that I know became an agent with specific intent. No one just happened to walk by a real estate office and notice a help wanted sign, walk-in, and 'poof' instant real estate career!

Nope, it takes weeks, if not months of studying, planning, preparing, and many times multiple test-taking attempts to get your license. Many agents get in the business to 'try it out' and see if it's for them. I have to admit, that was me over 30 years ago. I think I'll give it another 30 years and see if it's 'for me.'

In asking agents over the years what their favorite part of real estate is, you get a variety of answers. Many will say the money, and for those agents who work hard, you can earn an excellent living as a real estate professional. Many will say they love people, or they love houses, or they love HGTV, and that led them to a career in real estate. For me, it was, and always has been, the flexibility of setting your own schedule. That can certainly be a blessing or a curse, but it is still the reason why I am still listing and selling.

Years ago, one of my mentors told me he loves real estate because he only works half days... and it doesn't matter which 12 hours it is! That is a lot truer than one would think some days. There are many days in the life of a REALTOR® that start before 8 a.m. and are still going after 10 at night. Conversely, real estate is also a business that allows you, through proper time-blocking and scheduling, to make sure you are there for those important family events. Those might be baseball or soccer games, taking a child or a parent to the doctor, or attending a Holiday program at your kids' school.

The best part of doing those family outings, tasks, or appointments, is that the only person you have to ask for time off is you! You are the CEO of your business; you have permission to give yourself a day off.

Since you are in the all-time BEST BUSINESS EVER, take advantage of it and learn, learn, learn. You have the opportunity right now to attend the 2020 National Association of REALTORS® Convention from YOUR LIVING ROOM! Yup, that's right. View the schedule and get signed up here at this link! <https://www.conference.realtor/>

Thank you for reading, thank you for listing and selling, and thank you for being you!

- Bill Swanson, 2021 President

# OMAHA IS TOP 10 MILLENNIAL CITY DURING PANDEMIC

Continued from page 1

Local statistics released on October 15, show demand for Omaha area real estate to be strong. Low unemployment even with pandemic conditions bode well for Omaha. Even though the inventory of homes for sale is down nearly 50 percent, the number of new listings processed is within two percentage points of the year-to-date total in 2019. As you might expect, this fast-moving market has edged prices upward.

The median closed price for new and existing homes in the Omaha area is up over 7 percent during the past year to \$225,000 (\$342,270 for new homes; \$212,000 for existing homes). With home loan interest rates near three-percent, and with strong employment, wages, and economic growth, Omaha is looking good when compared to other U.S. cities.



## HOME STANDARDS' 11<sup>TH</sup> ANNUAL Holiday Turkey Giveaway Program



Eleven years ago we launched our "Turkey Giveaway Program" to help families throughout our community.

With each home inspection completed between October 1st and November 25th, we will make a donation of \$25 to Food Bank for the Heartland – which they use to provide food to families in need.

The holiday season is a time to reflect and be grateful for what we have in our lives.

All of us at Home Standards appreciate your business and wish you and yours the most wonderful holiday!

*Thank  
You*



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## GO-ASHI Greater Omaha Chapter American Society of Home Inspectors

The Mission of ASHI is to set and promote standards for property inspections and to provide the educational programs needed to achieve excellence in the profession. The members of GO-ASHI promote this mission through continued education provided at our monthly meetings.



### Current Membership

Jon Vacha ACI (President) - Home Standards Inspection Services  
Tim Krof ACI (Vice President) - Home Standards Inspection Services  
Steve Marten ACI (Treasurer) - Homespec Property Inspections  
Mike Frerichs ACI (Secretary) - Home Buyers Protection Co  
Ahlvers, Chad ACI - Cornerstone Property Inspections  
Byrd, Mark ACI - Accurate Building Inspection  
Carney, Dominic - Home Buyers Protection Co  
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Duckett, Steve - Midwest Inspection & Testing, LLC  
Eggenburg, John, ACI Surehome Inspection Services  
Fisher, Jessie - Home Standards Inspection Services  
Gaskin, Paul, ACI - Gaskin Property Inspections  
Pachunka, Paul - Home Standards Inspection Services  
Petersen, Bret ACI - Home Buyers Protection Co  
Ruel, Forrest - Home Standards Inspection Services  
Simmerman, Brent ACI - Midlands Home Inspections, Inc  
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Check out our website! [www.ASHIomaha.com](http://www.ASHIomaha.com)  
\*ACI denotes ASHI Certified Inspector



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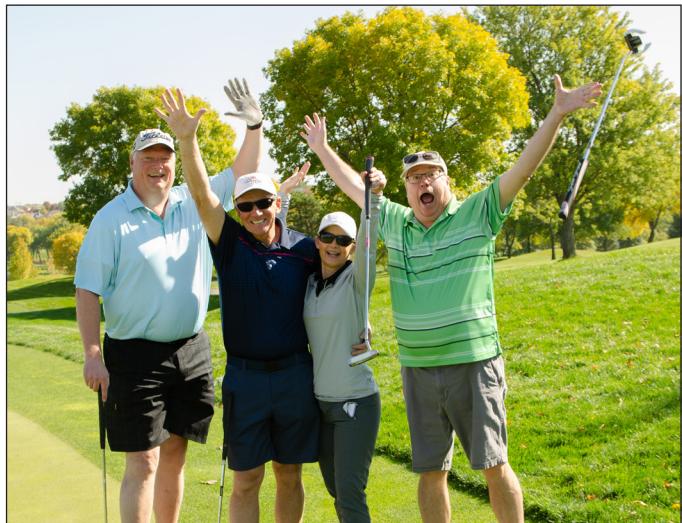
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# OABR GOLF OUTTING

## *hosted by the affiliates council*

On Wednesday, October 7, REALTOR® and Affiliate members joined together for the annual 2020 OABR Golf Outing hosted by the Affiliates Council. Teams received free REALTOR® face masks, ate delicious hamburgers and hot dogs, and, of course, had tons of fun!





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## PERSONALS

**Congratulations** to **Angel Starks** of Nebraska Realty for being recognized as one of Midlands Business Journal's "40 Under 40" for 2020.

**Congratulations** to **Hayley Fleissner** of Nebraska Realty on the recent birth of her baby boy, Greyson Joseph Fleissner.

**Condolences** to the friends and family of **Elexa Robinson** of Wistar Real Estate on her recent passing.

**Condolences** to **AJ Chedel** of NextHome Signature Real Estate on the recent passing of his father, Dean Corey Chedel.

**Condolences** to **Joan Slobotski** of NP Dodge Real Estate on the recent passing of her husband, **Walter Slobotski** of NP Dodge Real Estate.

**Condolences** to **Peg Maloney** of RE/MAX Real Estate Group on the recent passing of her mother-in-law.

**Condolences** to the friends and family of **Charles Concannon** of RE/MAX Real Estate Group on his recent passing.

## REALTORS® MAKE THEIR MARK AROUND THE COMMUNITY

Not every cola is a Coke. Likewise not every real estate agent, or appraiser, is a REALTOR®. A REALTOR® belongs to the National Association of REALTORS® and subscribes to the REALTORS Code of Ethics. It makes a difference!

Part of a REALTOR®'s brand value is their knowledge of neighborhoods, communities and the region. Helping with brand messaging is Omaha Area Board of REALTORS® 2020 President Susan Clark, along with 2021 Officers Bill Swanson, President; Megan Bengtson, Vice President; and Crystal Archer Secretary-Treasurer.



## MEMBERSHIP REPORT

See the full membership report at:  
[OmahaREALTORS.com/membership-report](http://OmahaREALTORS.com/membership-report)

SEPTEMBER ACTIVITY	MO	YTD
New REALTOR® Members	27	305
Resignations	65	215
MEMBERSHIP (As of Oct. 1)	2020	2019
Designated REALTORS®	202	197
REALTOR®	2827	2653
REALTOR® Emeritus	77	67
<b>TOTAL REALTORS®</b>	<b>3106</b>	<b>2917</b>
Institute Affiliate	69	63
Affiliate Full Members	158	176
Affiliate eKey Only	158	145
<b>TOTAL AFFILIATES</b>	<b>385</b>	<b>384</b>

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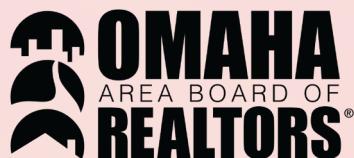
# *Judi Anding*

## SCHOLARSHIP FUND

The Judi Anding Educational Scholarship is entrusted by the Omaha Area Board of REALTORS® Foundation. REALTOR® members of the Omaha Area Board of REALTORS® are eligible to apply for a tuition scholarship for Designation and Certification Courses that are recognized by the National Association of REALTORS®. Up to five scholarships will be given out per year.

**The Scholarship, as determined by the Foundation Board of Directors, shall be made available with the following guidelines:**

- Eligible applicants are newer licensees with six months to three years of REALTOR® membership
- Maximum of one scholarship per agent, up to \$150
- Applicants will provide evidence of completion for the Designation and Certification Courses that are recognized by the National Association of REALTORS®



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## AFFILIATE SPOTLIGHT

# IS YOUR BUYER WANTING TO BUILD A HOME?

BY WENDY WALKER, COBALT CREDIT UNION

With new construction on the rise in our local market, agents are more likely to have buyers interested in building their dream homes than buying existing homes. Armed with a few key pieces of knowledge, you can help guide your clients through building their dream homes while saving them from some of the potential pitfalls of residential building.

One of the key topics of discussion when choosing a builder and design is whether the client will finance the construction loan for the home. Often called a consumer construction loan, this is typically a short-term loan used to pay for the cost of building the home. Because these loans are considered higher risk than your average home mortgage, not every lender provides them.

In addition to the typical income and debt requirements, lenders who provide consumer construction loans also will require such items as build agreements, plans or blueprints, and builder resume and supplier lists. Another key element of the construction-loan approval process is for the buyer to first be approved for permanent financing to ensure the buyer's ability to pay off the construction loan once the home is complete. Choosing a lender with full-service financing and an expert lending team like Wendy Walker and Chloe Hamel at Cobalt Credit Union can help eliminate the pain of transitioning between financing phases.

Borrowers have so many variables to deal with during the construction process that it is critical for lenders to help ease borrowers' minds about financing their new homes as much as possible. One way to create peace of mind is through an extended rate lock, which eliminates the risk of unexpected rate increases mid-build.

Most lenders require that borrowers wait to lock rates until at least 90 days out from closing. However, some do offer extended-lock programs. For example, Cobalt Credit Union offers the TrueBlue Lock program, which allows members to lock a rate for up to 12 months for a .5% upfront, nonrefundable commitment fee, which then is credited back to borrower's loan costs at closing. The TrueBlue Lock program also provides a free float down if market rates have dropped below the locked price. With extended-lock programs such as the TrueBlue Lock, borrower have the peace of mind of a locked rate while enjoying watching their homes being built.

Selling a new construction home can be a challenge that is both satisfying and fulfilling. REALTORS® help buyers to find their dream homes, while providing additional inventory in times of low resale home transactions. Arming themselves with knowledge specific to new construction, they can lead their client successfully through a challenging market.



WENDY WALKER

(402) 650-3615





THANK YOU

This year we are extra thankful for so many people that make this organization as fantastic as it is. We are grateful for: our members who continue to support our events; our board and project team members who volunteer their time to keep the organization going; our amazing sponsors who help us boost our events; and all the leaders past, present, and future who are striving to make our industry better and build women as leaders.

WE ARE SO THANKFUL FOR YOU!

## FUTURE EVENTS

**NOV 19** **GOAL SETTING**

**DEC 10** **HOLIDAY  
INSTALLATION**

## THANKS TO OUR DOUBLE DIAMOND SPONSORS FOR YOUR SUPPORT



# FACE THE REALTORS®

## *With Omaha Mayor Jean Stothert*

Nearly 40 REALTORS® participated in a discussion with Omaha Mayor Jean Stothert on October 13 in a virtual format.

Mayor Stothert is in her second term as Mayor of Omaha. First elected in 2013, and re-elected in May 2017, she is the 51st Omaha mayor and the city's first woman to be elected to the office.

Since Mayor Stothert took office, the City of Omaha has issued more than 118,000 building permits for a total value of \$5.8 billion, demonstrating the strength of Omaha's economy.

Stothert was a member of the Millard Board of Education for 11 years, including three as President. In 2009, she was elected to the Omaha City Council.

Mayor Stothert has always had an open door for the Omaha Area Board of REALTORS®. She has always been willing to hear from REALTORS® whether the issue is landlord registry, affordable housing, place making a city park or treating REALTORS® as essential workforce during a pandemic.

She shared her vision for the future of Omaha on multiple projects, including the mixed use redevelopment of Crossroads and new \$1 billion plus projects at Boys Town and Avenue One.

Stothert does plan to seek reelection to a third term in the spring of 2021 and said she will focus on public safety, development and roads.



# YPN SPOTLIGHT

Omaha Area Board of REALTORS®  
**YPN**  
Young Professionals Network



## ASHLEY LIVENGOOD

BURROWS TRACTS REAL ESTATE

**Tell us about your family.**

My husband (James) and I live in Waterloo with Lumen, a 2 year old lab, who runs the show. She is very energetic, always curious, and is a big snuggler.

**What would you do if you knew you couldn't fail?**

Sky diving....but failing that is tough to come back from and I'm terrified of heights.

**How have you given back to your community or industry?**

I currently serve as the President for the Women's Council of REALTORS Omaha Network. Joining Women's Council was honestly more about my own growth personally and professionally while getting out of my comfort zone. Once I realized how beneficial Women's Council has been in my life, I've wanted to help build the network and provide leadership opportunities and education for other females within the industry.



## MARY SLADEK

MY INSURANCE - MARY SLADEK AGENCY

**What is your favorite restaurant?**

My favorite go-to spots are Spezia and Bonefish. Before Covid-19, I did 3-4 lunches a week.

**What is the last book you read?**

Currently- The War of Art, Shut up and Listen, Crucial Conversations, and Agents of Change

**What is the best advice you have ever been given? Who gave it to you?**

My uncle, who gave me a book 'Psycho-Cybernetics' by Maxwell Maltz, when I was 15, told me to do this- "Ask people about themselves and then LISTEN." I still have the book, and later realized it was Maltz who was the inspiration for many of today's motivational books like "The Secret," "The Law of Attraction" and "Think and Grow Rich."

**WANT TO NOMINATE AN AFFILIATE OR AGENT YOU THINK DESERVES THE SPOTLIGHT?**  
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# OABR FOUNDATION

*Creating a lasting impact on the community*

## ABOUT THE FOUNDATION

The Omaha Area Board of REALTORS® Foundation is an IRS Section 501(c) (3) charitable organization that provides financial assistance for real estate education, general community needs across the greater Omaha area, and housing efforts. All administrative costs are paid directly by the Omaha Area Board of REALTORS®, meaning that 100 percent of all donated funds go directly to the charitable effort begin supported..

In addition, the fundraising efforts of local REALTORS® participating in OABR councils, committees, forums and task forces are channelled through the Foundation so the cumulative impact of REALTORS® in the community can be maximized.

## WHO DOES THE FOUNDATION SUPPORT?

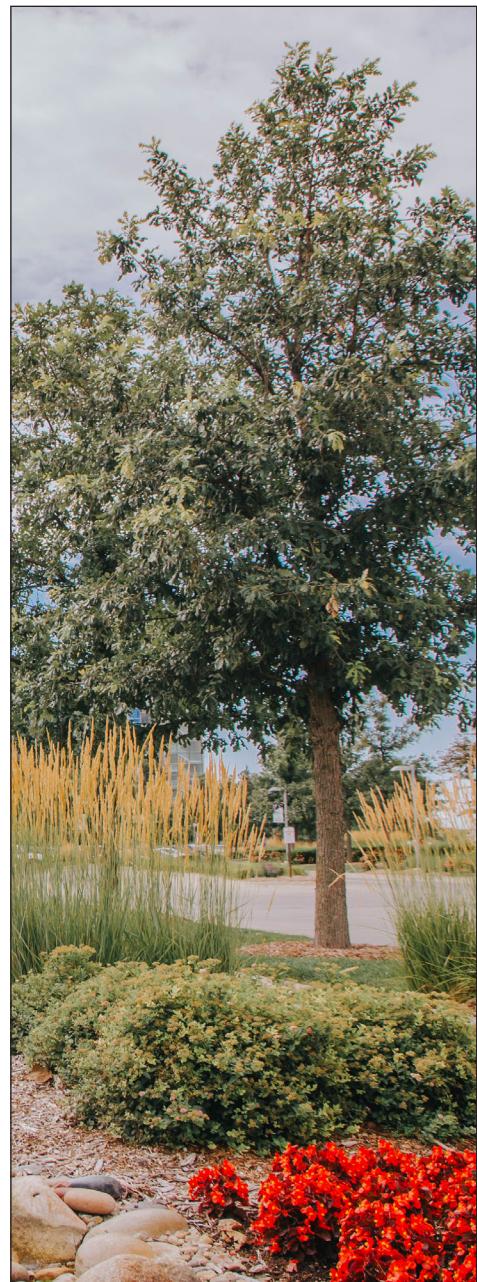
The Omaha Area Board of REALTORS® Foundation is an approach to annual giving that allows you to make contributions to priority funds supporting real estate education, housing assistance, and community needs.

Currently, the OABR Foundation is supporting three charities consistent with Foundation mission: housing assistance; local community needs including housing shelters or housing provider-organizations, and real estate education including UNO scholarships for students in the real estate department and support to the Diversity Committee's Ethnic Minority Outreach Scholarship Program helping to defray the costs of getting into the real estate business for minority candidates.

The Foundation has also supported the REALTOR® Relief Foundation for victims of natural disasters to assist with immediate housing expenses (9-11-01). The RRF also supported victims in the Nebraska flooding last year.

## HOW TO GET INVOLVED

1. Easy... **Donate!** The OABR Foundation, for example, has supported four local charities in the past that benefit our community: ABIDE, Hope Center for Kids, Holy Name Housing, and the UNO Estate Scholarship Program.
2. All OABR Members are welcome and encouraged to sit in on an OABR Foundation Meeting! Meeting times are listed below and on the OABR Calendar.



**LEARN MORE**

[OMAHAREALTORS.COM/FOUNDATION](http://OMAHAREALTORS.COM/FOUNDATION)

**DONATE TODAY!**

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# REview

Omaha Area Board of REALTORS®  
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